MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

BMR2024 – UNDERSTANDING CONSUMER

(All sections/Groups)

4 OCTOBER 2023
9.00am - 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Structured Questions (100 Marks)
Answer all questions.

QUESTION 1

a) Explain the levels in Maslow's hierarchy of needs. (10 marks)

b) Select any levels from Maslow's hierarchy of human needs and describe the different types of needs marketers can use to promote the products stated below:

i. University degree
ii. Branded handbag
iii. McDonald value meal
iv. Social networking sites

(10 marks)

(Total: 20 Marks)

QUESTION 2

a) Consumer perceived buying an unfamiliar product always comes with risk. Discuss any FOUR (4) perceived purchase risks consumer might face when they are buying a car. (16 marks)

b) Consumer might delay their purchase decision if the perceived risk of buying is high. Identify any TWO (2) strategies on how marketers can help the consumers handle the above mentioned risks. (4 marks)

(Total: 20 Marks)

QUESTION 3

a) Tri-component attitude model consists of three components: Cognitive, affective and conation. Explain a person's attitude toward visiting an open day of a university by using the tri-component attitude model. (12 marks)

b) Expensive and important purchases require compromise and choice among similar alternatives, post-purchase dissonance in such instances commonly occurs, and leaves consumers with an uneasy feeling about their behaviour (the purchase decision). Thus, marketers must actively ensure that these consumers resolve conflicting cognition by changing their attitudes to conform to their behaviours. Identify any TWO (2) strategies marketers can used to reduce post-purchase dissonance. (8 marks)

(Total: 20 Marks)

Continued ...

QUESTION 4

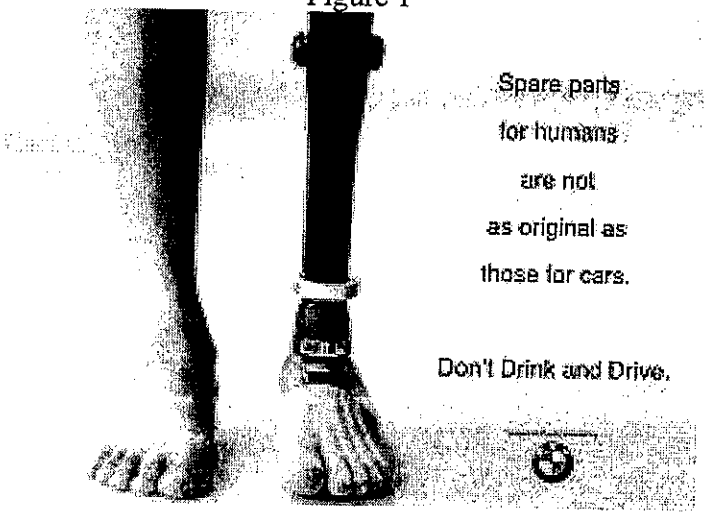
Black Pink , one of the popular K-pop supergroup, promotes products like Tiffany & Co., Dior, Adidas, Pepsi and so on. Discuss the fit between these brands and Blackpink.

(Total: 20 Marks)

QUESTION 5

a) Explain the advertisement appeal used in Figure 1 below :

Figure 1



(5 marks)

b) Discuss any FIVE (5) guidelines marketers have to take note when they are using the advertisement appeal stated above. (15 marks)

(Total: 20 Marks)

End of Paper.